



300 West Wieuca Road, Building One, Suite 300 Atlanta, Georgia 30342 www.williammills.com 678-781-7200 FAX 678-781-7239

MEDIA CONTACTS:

Nneka Egwuatu/Megan Ard
Media Contacts for GDS Link
Phone: 678.781.7229/678.781.7223

**GDS Link Introduces DataView360 Detect to Support Merchant Acquirer,
ISO Risk Management**

Solutions provider builds targeted template application to streamline detection of merchant risk

ATLANTA, DALLAS, LAS VEGAS, March 30, 2010 – [GDS Link LLC](#), a global provider of customer-centric risk management and process automation solutions, announced today at the Merchant Acquirers' Committee (MAC) 2010 Conference the launch of its new offering, DataView360 Detect, which is designed to satisfy many of the unique compliance and risk management requirements of merchant acquirers and ISOs.

DataView360 Detect assures a comprehensive solution to reduce merchant fraud and business losses, support regulatory and compliance requirements and improve operational efficiency. It was built leveraging GDS Link's flagship product, DataView360™, which enables configurable internal and external data access, attribute set creation and maintenance, unlimited decisioning, retro scoring processes, as well as scorecard model implementation. In turn, DataView360 Detect is a template application aimed at producing flexible, all-encompassing fraud and merchant risk models for ISOs and merchant acquirers.

"Maintaining low risk levels while still generating business is a difficult task without [the right] technology to effectively detect merchant concerns and react in a timely manner," Paul Greenwood, president at GDS Link, said. "With DataView360 Detect, clients can further reduce risk and improve operational efficiencies by minimizing false positives and ensuring fraud analysts are working the right accounts at the right time."

DataView360 Detect supports the new merchant on-boarding process, with the ability to capture and automatically evaluate both third party and internal application data for implementing decisions based on the client's tolerance for risk. Additionally, the solution evaluates merchant batches and transactions against user-defined parameters – which are modifiable at any time – for the pre-settlement process. DataView360 Detect also provides financial health and anti-

money laundering (AML) monitoring, enabling more proactive identification of potential monetary stress, deterioration or fraud.

Through focused decision analytics and an effective case management system, DataView 360 Detect can increase productivity, ensure the consistent application of company policies and improve new customer gains without raising risk.

About GDS Link LLC

GDS Link is a global provider of customer-centric risk management and process automation solutions. The company specializes in advanced software designed to support the access and aggregation of disparate data sources and the rapid implementation of custom credit scorecard models and risk management policies. Its technology acts as the enabler for organizations to effectively manage the risk of their customer throughout its lifecycle. Familiar with the large investments made by institutions in their legacy applications, GDS Link's flagship solution, DataView360™, was architected to derive continued value from these systems while delivering enhanced function and flexibility to the risk management community.

For more information on GDS Link or its solutions, visit the company at www.gdslink.com.

#